



ċišaa?ath First Nation

Communications, Social Media and Branding and Logo Use Policy

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Amendment Date:

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1. Communications Policy

Governance

Policy Statement

It is Tseshaht First Nation Elected Council's responsibility to establish a communication process to support its operational requirements and ensure transparency, approachability, accountability, and respectfulness. This process will inform the Tseshaht First Nation's Communications policy.

Administrative Procedures

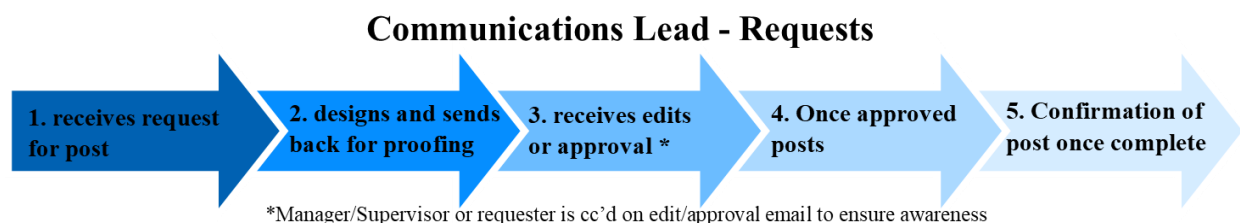
Procedures

The role of the Tseshaht First Nation communications is to gather, organize and distribute information. Communication protocols will ensure approachable lines of communication with our audience to be transparent and accountable. A focus must always be put on members to ensure they are engaged and informed through a two-way communications process. The goal of this would be that every member feels heard and informed on matters related to our Nation. Our communications will honour language and culture in alignment with our vision and values.

Planning

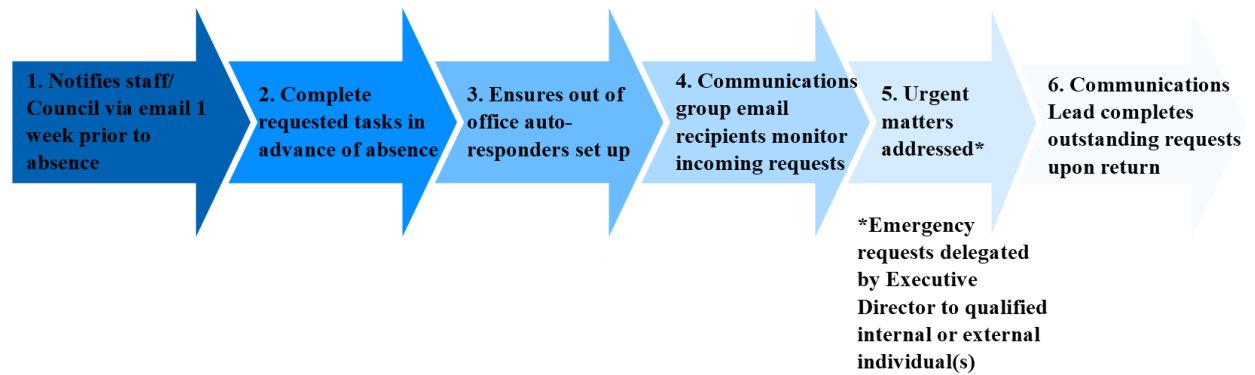
The Executive Director, with input from the Communications Lead (internal and/or external), will ensure information systems are developed to support the TFN's strategic plan and operations.

Requests for Social Media postings will be sent to the Communications Lead and the following process will be followed:



The goal will be to have a member of the administrative team trained to handle necessary communication tasks in the absence of the Communications Lead, as seen below:

Communications Lead Process - In Absence



When there are no individuals available internally with the requisite technical skills to identify communication requirements or evaluate options, the Executive Director will seek advice from a qualified external individual or organization. Whether internal or external, the Executive Director will ensure the Communications Lead is kept informed as to the coverage plans while they are unavailable.

Outsourcing

The Executive Director is responsible for selecting contractors and defining service level agreements. Once selected, the Executive Director will identify and establish who will be responsible for supervising the contractors. The internal Communications Lead will be included in this process when possible and appropriate.

Specific items that should be included in the procurement of communication services and final contract with the chosen provider include:

- A requirement that the service provider submits regular reports of all work performed on the TFN's communication systems
- A requirement that outsourced parties are responsible for complying with legal and regulatory requirements, including the protection of confidential and private information
- Access by outsourced parties to TFN's information is provided on a 'need-to-know basis only
- Materials produced by the external communications team are the property of TFN upon completion of the project.

Communication Protocols

TFN is a vibrant, culturally enriched, and social community. It is imperative that cultural and traditional protocols are utilized, and respect is followed in all communication mediums, whether printed materials, social media, community meetings, or how TFN interacts with the public. TFN strives to ensure that we will:

- Honour or acknowledge TFN Elders and ancestors
- Acknowledge ʻāwiih (Hereditary Chiefs)

- Ensure a consistent identity for the Nation is maintained with a Logo Use Policy, Social Media Policy, Language Use Guide, and Communications Strategy
- Ensure TFN language is used on a regular basis in our communications products and practices, as well as consistently and according to the language use guide
- Ensure respectful and timely response to community members, staff, and the general public
- Achieve effective communications through regular review and evaluations
- Understanding the needs of our audience (e.g., youth, elders)
- Ensure two-way communication is a priority by including members in the conversation whenever appropriate

Annual Communication Strategy

Communications team will make annual communications strategies in collaboration with:

- Executive Director
- Department Managers

Annual strategies will ensure the voices of the members are represented, including but not limited to: Youth, Elders, and members living within and away from the community.

Communication strategies will be evaluated annually by the Communications Lead with recommendations on improving strategies and delivery. Upon completion of this review, successes and shortfall will be identified and plans will be developed to address any identified challenge. The Executive Director will approve strategies and accompanying budgets to present to the Elected Chief and Council for final approval.

Data Management

The Communications team is responsible for building and maintaining a database for contacting members and interested parties. Staff are required to take all necessary precautions to preserve the privacy of data they have access to, respect the privacy of others by not tampering with email, files, or accounts they use, and respect the integrity of computing systems and data.

Confidentiality

Tseshaht First Nation Communications employees will come across sensitive and personal information during communication activities and will abide by the confidentiality provisions of the TFN Personnel Policy, Information Management Policy, and Procedures and the Website Privacy Policy.

Evaluation

The Communications department will be measured and evaluated on a daily, monthly, quarterly, and annual basis depending on the communication tool. If challenges or shortfalls are identified, the Communications Lead will develop a plan to overcome them prior to the next review period.

Amendments

The Communications Lead will review the policy at a minimum of once a year or as required. Policy changes will be drafted for the Executive Director for final review to present to the internal working group, then to Elected Chief and Council for final approval.

2. Social Media Policy

Governance

Purpose

The purpose of this policy is to provide guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporary manner.

Scope

This policy applies to all employees (including part-time, full-time, casual, on-call, and seasonal), contractors, committee members, and the Elected Chief and Council.

The Executive Director is responsible to:

- Ensure controls are in place over all TFN's communications, whether performed by internally or externally
- Establish and implement documented procedures for communication used by TFN
- Monitor the performance of internal and/or external communications employees or contractors

The Communications Lead (internal) is responsible to:

- Maintain the integrity of the internal and external communications of TFN

3. Branding and Logo Use Policy

Governance

Policy Statement

Tseshah First Nation is made up of many components from our government to our members and stewardship of our ḥaaḥaaḥuuḥi. The integrity of our Nation and our brand and logo are linked to the things we hold dear and are reflective of our values. TFN has an established Brand and Logo use policy to support its operational requirements and ensure integrity and quality standards encompassing all our values.

Purpose

The purpose of this policy is to provide guidance for all users including subsidiary use of TFN's logo use and brand features (or any other trademarks, logos, service marks, trade dress, slogans, copyrighted designs, or other brand ("Logos")).

The Executive Director is responsible to:

- Ensure controls are in place over TFN's communications, whether performed by an internal staff member or outsourced
- Establish and implementing documented procedures for use by the TFN Communications team
- Monitor the performance of internal and/or external communications team

The Communications Lead is responsible to:

- Maintain the integrity of communications within TFN

Appendix A - Social Media Policy Administrative Procedures

Procedures

The following procedures apply to professional use of social media on behalf of TFN and personal use of social media when referencing TFN.

Code of Conduct

Employees (including part-time, full-time, casual, on-call, and seasonal), contractors/partners, committee members, and the Elected Chief and Council must adhere to the Employee Code of Conduct, HR Policy, and Procedures Manual, and other TFN policies when using social media in reference to Tseshaht First Nation.

Employees shall always conduct and present themselves in a professional and appropriate manner, including while performing work for the employer, representing the employer participating in employer organized activities or events, and when dealing with outside organizations or persons.

As Tseshaht First Nation, we welcome a respectful and useful exchange of comments, interactions, and engagement on all our social media posts. However, comments must not contain any personal/confidential nor inappropriate information or images; nor hate speech (personal attacks, profanity, racism, etc.); graphic nor illegal submissions. Our page is monitored and managed by staff, and we reserve the right to delete posts and block individuals from posting.

Social Media Guidelines for Use

The TFN uses social media to better inform and engage membership and partners; therefore, the TFN's social media accounts should be used only for official TFN communications. All communications on social media should contain appropriate and respectful language. The following guidelines provide users with parameters for conversation:

- Be thoughtful about how you present yourself in online social networks
- Protect the TFN's confidential and proprietary information
- Respect your audience, your coworkers, and members of the Council
- Add value
- Use approved TFN messages
- Do not engage online in debate(s) or confrontational conversation(s)

The TFN will ensure that its engagement of the public on social media platforms is conducted in a manner that does not harm the reputation of the TFN or lead to potential liability on the part of the TFN. This will include restricting or removing any individuals or comments that are disrespectful towards staff, elected officials, other members, or members of the public. Designated members of senior

management may monitor all TFN social media accounts in furtherance of this objective.

Users should consider that all information produced using TFN computers and network services is TFN property and considered public knowledge. Users have no expectation of privacy when using or accessing these devices.

If the Communications Lead deems a post inappropriate, it will be recorded in case any enquiries are made as to why it was removed.

Prohibitions

Employees are not to publish, post, or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their manager/supervisor.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting personal information about others, commentary, content, or images that are defamatory, pornographic, proprietary, harassing, racist, sexist, hateful, libelous, or that can create a hostile work environment.

Media Requests

Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Communications Lead and their direct manager/supervisor.

Obtaining Permission

Employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors, or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.

Disciplinary Action

Social media use shouldn't interfere with employees' responsibilities at TFN. TFN's computer systems are to be used for business purposes only.

Subject to applicable law, online activity that violates TFN's Code of Conduct, HR Policy and Procedures Manual, TFN Council Governance Policy or any other company policy may subject an employee to disciplinary action as laid out in the HR Policy and Procedures Manual.

Appendix B - Branding and Logo Use Policy Administrative Procedures

Procedures

The following procedures apply for any use of TFN's Logo and consistent brand use.

Notice

TFN may cancel, modify, or change the terms of this policy from time to time without notice.

Ownership

The Logos are the sole and exclusive property of TFN. Any use of TFN logo or brand must comply with current brand standards and may not be altered without express consent of TFN. This consent must be obtained on a per use basis. Use of any Logo implies acceptance of and agreement with the policy terms. Any use of the Logo that does not comply with this policy is not authorized.

Logo Use Permissions, Conditions

Logo use is subject to the following terms and conditions:

- Logos may only be used in marketing or other public materials for the benefit of TFN
- Express written permission must be obtained for use of the Logos for any commercial or profit generating purpose
- No Logo may be used in any way that suggests that TFN is affiliated with sponsors, or approves or endorses organizations, websites, products, or services unless such formal relationships exist
- Vendors may not use the Logo for advertising TFN or its businesses as clients on vendor websites and promotional pieces without express written permission on a per use basis
- All TFN Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
 - Do not modify or alter the Logos
 - Do not change scale, skew, or rotate any Logo
 - Do not change the design of any Logo
 - Do not change or vary the colours of any Logo, grey scale versions are available
 - Do not screen Logos to less than 100%
 - When the TFN name is included, do not shrink any Logo to less than 1" in height
 - Do not combine a Logo with any other design, trademark, text or other elements, including your name, trademarks, or any generic terms

- No other design, trademark, text, graphic or other elements may be placed closer to the Logo than the height of the tallest letter in the Logo, such as the letter "T" in Tseshaht First Nation
- Text incorporated with the logo image must follow the curvature of the out circle, ad:
 - Phonetic (language) words must be located on the top arc
 - English words (of the language used above) can be used on the lower arc only
- When placing Logo be considerate of:
 - Busy background
 - Background colours contained within the Logo itself, with the exception of white

Exclusions

Logos may not be used or displayed in any of the following ways:

- In any manner that, in the sole discretion of TFN, discredits TFN or tarnishes its reputation and goodwill
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of TFN
- In any manner that is false or misleading
- In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable
- In any manner that violates any law, regulations, or other public policy
- As part of a name of a product or service of a company other than TFN

Acknowledgement

Written materials, such as web pages, must be marked to indicate that the Logos used are owned by TFN or its affiliates

- All goodwill generated using any Logos inures to the benefit of Tseshaht First Nation
- Requests from Tseshaht First Nation, to provide samples of any materials that include the Logos for purposes of determining compliance with this policy must be met immediately; any changes requested by the Nation must be implemented immediately

Partners

Business partners who have signed agreements and/or MOUs with Tseshaht First Nation must comply with the terms of their agreement in addition to this policy.